

**IN THE CLAIMS**

1. (currently amended) A content receiving apparatus, comprising:

a receiver operable to receive content distributed in accordance with a plurality of rights management and protection methods;

a rights processing unit including a plurality of rights management and protection modules, each operable to perform rights processing of content received by said receiver in accordance with a respective one of the rights management and protection methods; and

an identification unit operable to identify ~~said the~~ rights management and protection method in accordance with which particular content received by said receiver is distributed and to select one of said rights management and protection modules for ~~said received content~~; and

~~— a rights processing unit operable to perform rights processing of ~~said received~~ the particular received content in accordance with ~~said the~~ identified rights management and protection method.~~

2. (currently amended) A content receiving apparatus according to claim 1, wherein the plurality of rights management and protection methods ~~specifies~~ indispensable items for purchasing and using the content, said items including a content encryption method, a key distribution method, a content decryption method, a billing information and keys transmission method, recording medium control information, a mutual authentication method, at least one of an analog protection system of macrovision ~~and~~ a copy generation management system, and viewing limitation information.

3. (canceled)

4. (currently amended) A content receiving apparatus according to claim 1, further comprising a rights management and

protection module acquiring unit operable to externally acquire ~~a~~the selected rights management and protection module based on ~~said~~the identified rights management and protection method.

~~7. wherein said rights processing unit performs right processing of said received content by using said selected rights management and protection module.~~

5. (currently amended) A content receiving apparatus according to claim 1, further comprising a rights management and protection module creation unit operable to automatically create ~~the~~a selected rights management and protection module based on ~~said~~the identified rights management and protection method.

~~7. wherein said rights processing unit performs rights processing of said received content by using said selected rights management and protection module.~~

6. (currently amended) A content receiving apparatus according to claim 1, further comprising a content storage unit operable to store the received content.

7. (currently amended) A content receiving apparatus according to claim 1, further comprising a content storage unit operable to store the received content before rights processing by said rights processing unit.

8. (currently amended) A content receiving apparatus according to claim 1, further comprising a content storage unit operable to store the received content after rights processing by said rights processing unit.

9. (currently amended) A content receiving apparatus according to claim 1, wherein said receiver is operable to receive the content encrypted by a predetermined key, said receiver including a content storage unit operable to store the content, and ~~said~~ rights processing unit ~~is~~being operable to decrypt ~~said~~the received encrypted content, reencrypt ~~said~~the resulting decrypted content using another key, and, thereafter, store ~~said~~the reencrypted content in said content storage unit.

10. (currently amended) A content receiving apparatus according to claim 1, wherein said receiver is operable to receive the content encrypted by a predetermined key and said predetermined key encrypted by a second key, said receiver including a content storage unit operable to store the content, and said rights processing unit being operable to decrypt said encrypted predetermined key, reencrypt said decrypted key using another key, and, thereafter, store said reencrypted key, together with the ~~said~~ encrypted content, in said content storage unit.

11. (currently amended) A content receiving apparatus according to claim 1, wherein said rights processing unit is operable to store a log ~~of~~ regarding rights processing of ~~said~~ the particular received content.

12. (currently amended) A content receiving apparatus according to claim 1, wherein ~~said rights processing unit at least one of the rights management and protection modules is operable to performs~~ an analog protection system process on a playback signal ~~of~~ obtained from the particular received content after performing the rights processing based on said identified rights management and protection method, and is operable to externally output ~~said~~ the processed playback signal.

13. (currently amended) A content receiving apparatus according to claim 1, wherein said rights processing unit is operable to encrypts the particular received content after performing the rights processing, and is operable to externally output ~~said~~ the encrypted content.

14. (currently amended) A content receiving method, comprising:

receiving content by one or more electronic processing devices, the content distributed in accordance with one of a plurality of a ~~rights management and protection method~~ methods;

receiving rights indicia relating to the content by the one or more electronic processing devices;

identifying one of the plurality of rights management and protection method—methods by the one or more electronic processing devices through which ~~for~~ the received content is distributed; and

using the received rights indicia by the one or more electronic processing devices to performing rights processing of the received content in accordance with the identified rights management and protection method to permit or deny access to the received content.

15. (currently amended) A content receiving method according to claim 14, wherein the plurality of rights management and protection methods ~~specify~~ indispensable items for purchasing and using the content, the items including a content encryption method, a key distribution method, a content decryption method, a billing information and keys transmission method, recording medium control information, a mutual authentication method, at least one of an analog protection system of macrovision ~~or~~ and a copy generation management system, and viewing limitation information.

16. (cancelled)

17. (currently amended) A content receiving method according to claim 14, further comprising externally acquiring a ~~selected~~ rights management and protection module selected based on the identified rights management and protection method, and performing the rights processing of the received content using the selected rights management and protection module.

18. (currently amended) A content receiving method according to claim 14, further comprising automatically creating a ~~selected~~ rights management and protection module selected based on the identified rights management and protection method,

and performing the rights processing of the received content using the selected rights management and protection module.

19. (currently amended) A content receiving method according to claim 14, further comprising storing the received content.

20. (currently amended) A content receiving method according to claim 14, further comprising storing the received content before performing the rights processing ~~in the rights processing step~~.

21. (currently amended) A content receiving method according to claim 14, further comprising storing the received content after performing the rights processing ~~in the rights processing step~~.

22. (currently amended) A content receiving method according to claim 14, wherein the receiving step includes receiving the content encrypted by a predetermined key, the method further comprising:

decrypting the encrypted content;

reencrypting the decrypted content using another key;

and

storing the reencrypted content.

23. (currently amended) A content receiving method according to claim 14, wherein the receiving step includes receiving the content encrypted by a predetermined key and receiving the predetermined key encrypted by a second key, the method further comprising:

decrypting the encrypted predetermined key;

reencrypting the decrypted key using another key; and

storing the reencrypted key together with the encrypted content.

24. (currently amended) A content receiving method according to claim 14, further comprising storing a log ~~of~~ regarding rights processing of the received content.

25. (currently amended) A content receiving method according to claim 14, further comprising performing an analog protection system process on a playback signal ~~of~~obtained by processing the received content after performing the rights processing based on the identified rights management and protection method, and externally outputting the processed playback signal.

26. (currently amended) A content receiving method according to claim 14, further comprising encrypting the received content after performing the rights processing and externally outputting the encrypted content.

27-29. (cancelled)